

Donor Relations Manager Job Description

Position Purpose

Every position at FWBG is important to the organization's success and contributes to the accomplishment of the strategic goals and, ultimately, achievement of its vision for the future. This role encompasses every employee's goal of engaging with colleagues, partners, and stakeholders in support of the organization's mission. Engagement includes participation on teams and committees, exerting extra effort to help the organization succeed, and investing time in the guest experience. Success in this position involves taking pride in working for this organization, committing to effective communication, being solution focused, and embracing a culture of positive change. FWBG is continuously working to build a culture where employees each work with an enthusiastic desire to contribute their skills, wisdom, and ideas towards their team's performance and to experience a sense of satisfaction in the important role they play.

Reporting to the Vice President for Advancement (Area VP), the Donor Relations Manager (Manager) will work closely with the Area VP and the Advancement team. The Manager will grow income through cultivating and stewarding existing and new donor relationships resulting in soliciting individual, foundation, and corporate gifts to meet budget goals. This position will also coordinate events and assist with Annual Giving campaigns as needed. Performance will be evaluated and reported via various metrics, including face-to-face prospect visits, documented communications and interactions, and solicitations submitted and secured.

Principal Responsibilities/Duties/Functions/Tasks

- Responsible for building and stewarding relationships to solicit medium, \$5,000 - \$24,999 and large, \$25,000 through six figure gifts for the Fort Worth Botanic Garden (FWBG).
- Responsible for maintaining annual gift support from a portfolio of current and prospective donors and seek out new prospective donors to add to portfolio.
- Develop cultivation and solicitation strategies for prospects and donors within assigned portfolio, collaborating as appropriate with staff, board members, and volunteers.
- Works across the organization to better cultivate our donors as well as identify new potential donors.
- Assists with Annual Giving Campaign as needed.
- Organizes special events as needed in partnership with advancement team, events team, senior leadership staff, and volunteers.
- Becomes conversant in and effectively communicates annual Giving Circles to current and potential donors.
- Becomes conversant in and effectively communicates planned giving vehicles/techniques and financial and estate planning concepts when the new program is rolled out.
- Conducts a minimum of 80 donor visits annually, along with 10 meaningful actions with current donors and prospects to cultivate or solicit medium and major gifts to meet fundraising goals. Meaningful actions are defined as face-to-face visits, meaningful phone calls, and impactful mailings and emails.
- Maintains a record of all cultivation strategies, contacts, solicitations, and results of contacts with prospects and donors in their record within the corresponding G drive folders.

- Meets or exceeds annual fundraising key performance indicators (KPIs) as developed by FWBG leadership; Manager will be a part of determining those KPIs. The Area VP will meet with the Manager on a regular basis to assist and quarterly to review progress against strategic plan goals.
- Directs and leverages prospect management and prospect research best practices and tools; uses Area VP as a partner on this leveraging approach.
- Actively engages donors and prospects through exhibits and events. Provides consistent follow-up pre- and post-event to move relationships forward and secure commitments.
- Maintains discretion and confidentiality as required of donor and volunteer relationships.
- Directs, participates in, or leads departmental or organizational project teams as requested.
- Participates in Operating Board Advancement Committee meetings and Operating Board Meetings as appropriate, and on FWBG organizational committees.
- Participates in the planning, preparation, and filling of employee roles for various public events/exhibits hosted by the FWBG.

Supervisory Responsibility

This position may have supervisory responsibilities of up to two staff members and may oversee activities of volunteers.

Position Type, Expected Hours of Work, Travel

This is a full-time position, and the regular hours of work and days are Monday through Friday, 8:00 a.m. to 5 p.m.; however, this position can regularly require long hours.

Working on evenings and on holidays may be required. Occasional travel may be required.

Flextime is a work schedule arrangement that may or may not be appropriate for this position.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.

This position will also work outside during public exhibits/events in Texas climate conditions.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk, hear, and see. The employee frequently is required to stand; walk; use hands to finger, handle or feel; reach with hands and arms, and see to drive to appointments.

Employee will typically exert up to 10 pounds of force occasionally, a negligible amount of force frequently, and/or constantly having to lift, carry, push, pull, or otherwise move objects.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

Special Position Requirements

Due to the job responsibilities that include financial transactions and confidential information for this position, a credit check may be conducted. FWBG complies with all applicable federal and state laws regarding the collection, storage, use, and disposal of information obtained as part of the credit check. Employee must maintain a current Texas Driver's License and auto-related liability insurance.

Required Education and Experience

- Bachelor's Degree from an accredited university.
- 7 years of proven fundraising experience; CFRE preferred.
- Ability to analyze, develop, cultivate, and steward a portfolio of prospects and donors.
- Ability to understand the needs and interests of current and potential donors to develop relationships between them and FWBG.
- Proficient in Microsoft Office programs, including but not limited to Word, Excel, Teams, and PowerPoint.
- Knowledge of, or willingness, ability, and commitment to become proficient in Blackbaud Altru donor data base.
- Experience working with vendors.
- Ability to manage a budget.
- Excellence record keeping skills, including following standardized procedures for record keeping within our department.

Additional Eligibility Qualifications

- Excellent oral, written, and interpersonal communication skills required.
- Ability to work closely within the Advancement team and other staff and volunteers.
- Problem-solving, research, and analytical skills.
- Solid relationship-building skills with ability to interface with community leaders, the garden and science communities, and members of the board.
- Ability to articulate the case for support so that individuals "buy in" to the vision/mission/goals and with sufficient effectiveness to secure supporters for FWBG.
- Time management skills with ability to prioritize tasks, give attention to detail, and successfully follow up on projects and deliver results.
- Personal belief in the mission, goals, and objectives of the institution and passionate about raising funds for its mission.
- Self-motivated self-starter with a positive attitude and perseverance

AAP/EEO Statement

FWBG is committed to a policy of equal employment opportunity. See Employee Handbook for detailed policy.

Other Duties

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

In the performance of their respective tasks and duties, it is every employees' duty to know and model their performance and behavior by the **FWBG Core Values**:

Respect

- Treat all with kindness, dignity, and compassion.
- Invite other perspectives and encourage dialog.
- Recognize and celebrate contributions and efforts of others.

Integrity

- Be honest in all we do.
- Build trust by honoring our words through actions.
- Be responsible stewards of our resources: environment, people, collections, funding, and time.

Collaboration

- Combine our strengths to promote innovation and efficiency.
- Break through barriers by seeking opportunities to work with others.